



Innovation in networks in the maritime industry

How collaboration for innovation creates business value for the maritime industry

Perunovic, Zoran; Christoffersen, Mads ; Fürstenberg, Sofia

Publication date:
2014

[Link back to DTU Orbit](#)

Citation (APA):

Perunovic, Z., Christoffersen, M., & Fürstenberg, S. (2014). *Innovation in networks in the maritime industry: How collaboration for innovation creates business value for the maritime industry.*

General rights

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain
- You may freely distribute the URL identifying the publication in the public portal

If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

Innovation in Networks in the Maritime Industry

How collaboration for innovation creates business value for the maritime industry

Background

- The maritime industry is faced with many environmental, regulatory, economical and operational challenges
- Industry leaders and recent research point out that in order to effectively address these challenges companies need to intensify their efforts in innovating, through collaboration with other organizations within and outside the maritime industry (i.e., the industry is expected to apply a concept of “innovation in networks”)
- Recognizing that institutionalizing of collaborative innovation processes could be essential for achieving and sustaining competitive advantage, the features and function of the innovation network for the maritime industry need to be identified

Research objectives

- To determine the key enablers, barriers, and mechanisms of “innovation in networks” in the maritime industry
- To identify the key characteristics of collaborative innovation processes applied in the maritime industry
- To determine managerial actions to be undertaken to organize for successful innovation in networks
- To critically assess the benefits of innovation in networks

Research design

- Multiple-case research strategy

Expected results and impact

- A management decision model for successful implementation of collaborative innovation processes
- Explanation of how “innovation in networks” creates value for participants in the maritime industry
- Understanding of how fully deployed “innovation in networks” across the maritime industry impacts challenges, business performance, and competitiveness



Principal investigator:



Zoran Perunović
Associate Professor

DTU Executive School of Business
Technical University of Denmark
Building 421 2800 Kgs. Lyngby
DENMARK

Direct +45 45256115
Cell +45 22735924
Fax +45 45884337
zope@business.dtu.dk

Investigators:



Mads Christoffersen
Associate Professor

DTU Executive School of Business
mchr@business.dtu.dk



Sofia Fürstenberg
Innovation Portfolio Manager

Maersk Maritime Technology
Sofia.Furstenberg@maersk.com

Collaborating partners:



MAERSK
MARITIME TECHNOLOGY

Funded by:

Den Danske Maritime Fond

Start and completion date:

1 April 2013 to 31 December 2014

